

**MAKE YOUR PROGRAM**  
**SHINE**  
**WITH METAL CARDS**

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*Metallicard can embed just about anything.*



*Yes, that's a real fish hook embedded in a metal card.*

Metallicard LLC is rethinking current trends in loyalty and gift card and identifying opportunities traditional PVC card stock cannot satisfy. We are transforming membership and access cards into innovative branding opportunities that make loyalty and reward programs look and feel better than ever.

### **The Benefits of Metal Card Over Regular Card Stock**

Metal creates card stock that not only looks and feels superior to regular card stock, but also outlasts it by years. There simply is no question of quality when comparing the two. Metal cards provide a clearly premium experience that matches customer expectations for high-end brands and membership experiences.

Metal cards also present incredibly unique creative branding opportunities with material and texture. For example, a leaf or pasta can be embedded into the card and encased in metal to give it weight and make it feel like a superior, unique, high-end card at pricing more competitive than options currently available for metal cards.

"We've had an airline come to us and say, 'When we scrap our old plane, why don't you use a wing to make the card we can use for our million milers?'"

Metal cards offer all the textures that regular card manufactures can do, e.g. etching, soft touch, hot-stamp, post lamination, laser engraving and more. But metal cards also allow brands to embed artifacts and add graphics in ways regular card stock simply cannot.

Metal cards can also hold NFC chips that can be used as access passes. These would be great for season pass holders for major sports teams. This functionality can be combined with embedding an artifact that is significant to fans of the franchise to create a unique and memorable card they will treasure and show their friends.

*How do you reward and retain your most valuable customers?*

### **Challenges to Manufacturing Metal Cards**

One of the major issues with the metal gift card production process is that it differs from traditional card stock manufacturing in a variety of ways. Heat laminating temperature vary greatly from traditional temperatures as well as the accuracy of the punching of the cards.

Without a dedicated manufacturing line for metal cards, other manufacturers cannot economically or reliably produce them. Metallicard, is focused only on metal card

manufacturing as its primary function, and has solved this problem for the gift, incentive, loyalty, and membership card industry.

### **Ideal Markets**

Metal cards lend themselves to custom orders for high-end brand fulfilment. Cards with a premium look and feel, provide an incredible customer experience for high-end gift, rewards, membership or loyalty programs.

"These cards aren't designed or costed out to be used everywhere PVC cards are presented. Instead, we present the opportunity for major brands to recognize, acquire and retain their most valued customers and members."

Metallicard, cards add value in a premium spend market where loads are \$250-\$1000. High-end brands are well poised to leverage metal cards through this model. This could include high-end cruise lines, auto dealers, casinos, airlines, season ticket holders and other similar markets. We believe card holders need to feel appreciated for their loyalty, and even to feel proud to show off their card to others.

Metallicard is changing the face of the premium card experiences. Call us today to discuss how metal cards can enhance your program and create incredible branding impressions for your customers.



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